

# *2nd Annual* **Advancing** HOOSIER WOMEN **in Business** *Seminars*

**Rensselaer Advancing Women in Business Seminar**  
**June 19, 2008**

**10:00a.m. Welcome and Opening Remarks**

LeAnn McCrum, Business Advisor  
Small Business Development Corporation

David Terrell, Executive Director  
Indiana Office of Community and Rural Affairs

**10:15 a.m. – 10:30 a.m Keynote Speaker**

Lt. Governor Becky Skillman

**10:30 a.m. – 11:45 a.m. Panel of Successful Business Owners**

- **Judith Perkinson** – She is a co-founder and owner of The Calumet Group, an international consulting firm specializing in customized training solutions and author of *Every Manager is a Training Manager*.
- **Marian Frigo** – She is the founder and owner of FirstCare Rehabilitation Services and Jacob's Ladder, a recipient of the SBA Small Business of the Year Award, and an Athena Award winner.
- **Polly Liebig** – She is the owner of Figment Creative Group and is an expert in marketing and corporate branding.
- **Maggie Reister** – She is the owner of WestPoint Financial, District Manager for Business and Professional Women (BPW), and an Athena Award winner.
- **Michele Broulette** – She is the co-owner of Broulette Heating and Cooling and Creations by Michele.

**11:45 a.m. -12:45 p.m. Luncheon Keynote Speaker**

Pamela Rees, Owner of Rees Instruments

**12:45 p.m. – 2:00 p.m. Roundtable Discussions**

- **Financing Your Business** - Julia Cardenas, a Microbusiness Banker at Harris Bank; Erica Pierce, Vice President of Lending, Regional Development Company; and Joshua Lybolt, Regional Director of the NW Indiana Small Business Development Center
- **Doing Business with the Government and Women and Minority Certifications** - Mary Kaczka, director of Partners in Contracting Corporation; and Judith Perkinson, co-founder and owner of The Calumet Group
- **Building Your Brand and Web Design** - Polly Liebig, owner of the Figment Creative Group; and Diane Hildebrandt, owner of MsDetta, Web Design and Hosting
- **Ask the Experts – Human Resource Questions and Operating Multiple Companies** – Tracy Dibble, owner of Human Resource Focus; Michele Broulette, owner of Broulette Heating and Cooling and Creations by Michele; and Mariann Frigo, owner of Firstcare Rehabilitation and Jacob's Ladder
- **Basics of Exporting** - Shawn HeYuxun, chair of MeetChinaBiz; and Ruby Amatulli of Teran Steel
- **Women and Investing** - Maggie Reister, owner of Westpoint Financial